GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

STARRED QUESTION NO:421
ANSWERED ON:25.08.2005
ADVERTISEMENTS BY OMCs
Boianapalli Shri Vinod Kumar

Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) the expenditure incurred by the Public Sector Oil Marketing Companies (OMCs) on sponsorship of various events and advertisement in Audio/Visual media and newspapers/periodicals since July,2004;

(b) the justification for this expenditure when OMCs are enjoying monopoly on their products and consumer are: subjected to high cost on fuel products;

(c) whether DAVP guidelines have been followed by these companies while releasing advertisements; and

(d) if not, the action being taken to avoid unnecessary expenditure through such advertisements ?

Answer

MINISTER OF PETROLEUM & NATURAL GAS AND PANCHAYATIRAJ (SHRI MANI SHANKAR AIYAR)

(a) to (d): A statement is laid on the table of the house.

STATEMENT REFERRED TO 1N REPLY TO LOK SABHA STARRED QUESTION NO. 421 TO BE ANSWERED ON 25Th AUGUST, 2005 REGARDING ADVERTISEMENTS BY OMCs

(a) ` The Public Sector Oil Marketing Companies viz. IOCL, IBP, BPCL & HPCL incurred an expenditure amounting to Rs.36.47 crores on sponsorships of events and Rs.230 crores on advertisements in the Audio/Visual media and newspapers/ periodicals since July,2004 till July, 2005. The details of expenditure on sponsorships / advertisements is enclosed at Annexe.

(b) (i) OMCs no longer enjoy a monopoly and after the entry of private players in the retail business, there is intense competition for preserving arm maintaining market shares. To ensure this, the companies spend approximately 0.1% of their sales / turnover on advertising. They do not advertise their regular 15roducts i.e. petrol and diesel. The tbcus of advertisements are premium and new products which are introduced by these companies. The advertisements are targeted at specific market segments under a defined strategy, which the companies follow.

Besides, some advertisements are also targeted towards increasing awareness on safety aspects of operating certain products, such as LPG,

(ii) In addition, comparties have to advertise to meet statutory requirements for ensuring transparency and wide dissemination of information regarding selection of dealers for diesel, petrol & kerosene and distributorships for LPG, LDO and Lubes. Apart from this, expenditure is made on tender notices, staff `recruitments, appoitment of service providers, publication of statutory financial results. The breakup of the expenditure is placed in Annexe.

(c) & (d) With respect to PSUs going through the DAVP route, the status of the implementation of the recommendations of the Ninth report of the Standing Committee on Information Technology of Ministry of Information & Broadcasting (14th Lok Sabha) (presented on 14.12.2004) given to the Lok Sabha on 11.08.2005 by the Minister I&B, records `... in respect of advertisement of PSUs / Autonomous Bodies the problem is complex as some of the newspapers, particularly big ones, are not willing to publish PSU advertisement at DAVP rates ..... DAVP is pursuing with the newspapers with newly constituted Rate Structure Committee to prevail upon them to accept advertisement of PSU/,Autonomous Bodies for release to DAVP`.

The Ministry of Information & Broadcasting vide letter dated 31st May, 2005 has advised to route publicity work of PSUs through DAVP. These instructions have been communicated to all Oil PSUs on 13th June, 2005. Difficulties faced in implementing the advice has been taken up with the Ministry of Information & Broadcasting on 24th August, 2005 by the Ministry of Petroleum & Natural Gas.

In terms of the Industry practice, advertisements are released through their empanelled advertising agencies. Advertisements are need based. Rates are competitive. Hard negotiations precede contracts. Unnecessary expenditure on advertisements isavoided by meticulous planning at all stages.

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STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 421 FOR ANSWER ON 25TH AUGUST BY SHRI B.VINODKUMAR REGARDING `ADVERTISEMENT SPONSORSHIPS BY OMCs`

SPONSORSHIP JULY 2004 - JULY 2006

Cos.Name	Sponsorship of Events (Rs. In lacs)	Advertisements (Rs. Ih lacs)
HPCL	224.67	3923.84
BPCL	287.32	6130.88
IOCL	3127.34	12712.22
IBP	7.38	236.00
TOTAL	3646.71	23002.94

ANNEXE

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 421 TO BE ANSWERED ON 25TH AUGUST, 2005 REGARDING ADVERTISEMENTS BY OMCs

DETAILS OF SPONSORSHIPS BY OIL MARKETING COMPANIES

JULY 2004- JULY 2005

(RS. IN LACS)

	HPCL	BPCL	IOCL	IBP
HEALLTH	Nil	9.99	3.80	Nil
EDUCATION	10.15	26.97	23.27	0.30
SPORTS	64.55	67.93	2209.31	2.00
CULTURE	30.45	83.50	109.00	Nil
CONFERENCE/ EXHIBITIONS	78.29	95.18	110.73	2.46
OTHERS	41.23	3.75	150.00	2.62

STATEMENT REFERRED TO IN REPLY TOLOK SABHA STARRED QUESTION NO. 421 FOR ANSWER ON 25TH AUGUST BY SHRI B.VINOD KUMAR REGARDING `ADVERTISEMENT I SPONSORSHIPS BY OMCs`

ANNEX.

SPONSORSHIP JULY 2004 - JULY 2005

INDIAN OIL CORPORATION LTD.

S. NO.	NAME OF PARTY	PARTICULARS	AMOUNT	DATE
1		Sponsorship of Ganakrishti Natya Utsav2004	250000	
2		Sponsorship of Maharashtra Mahotsav2004	100000	
3		Co-Sopnsorship of Prayas Musical Evening	100000	
4		Sopnsorship of Vande Mataram Saluting Freedom thru Music	150000	
5		Sopnsorship of Lecture Series by Vedanta institute,Delhi	150000	
6		Sponsorship of a Ghazal Eveng by Mr. Jagjit Singh	500000	
7		Sponshorship of four day cultural protest against	150000	
8		Sponshorship of cultural events in Noida by Sab Rang	150000	
9		Sponshorship of a cultural event by Lokmchhanda cultural unit	100000	
10		Sponshorship of Tyagraja Music Festival	600000	
11		Sponshorship of Shreekeshtra Vasant Utsav at Pud	300000	
12		Sponsorship of ganakrishti Natya Utsav2005	250000	
13		Sponsorship of a documentary film on DDMalayam	200000	
14		Sponsorship of Elephanta Festival	1000000	
15		Sponsorship of police art display	1200000	
16		Sponsorship of Karthik Fine Arts	600000	
17		Sponsorship of Kolkata Film Festival	300000	
18		Sponsorship of Pooja Road Guide	500000	
19		Sponsorship of 53TH All India Polic aquatic and cross country cham	100000	
20		Sponsorship of World Tour by maruti vehicle for `save the rainforest`	100000	
21		Sponsorship of first India-ASEAN Car Rally 2004	9000000	
22		Title Sponsorship of Santosh Trophy Football Tournament	2500000	
23		Sponsorship of Asian Satellite		

Badminton International toum 550OOO

24 Sponsorship of National Summit,2004 of LBSIM 100000

25 Sponsorship of Indo-Pak Petro Cup Cricket for the Blind2005 808249

26 Sponsorship of peaks of Freedom`05 The Himalayan Challenge 400000

27 Sponsorship of 13th Men`s World U 21 Volleyball Championship`05 500000

28 Sponsorship of Syed Modi Badminton 5000000

29 Sponsorship Surjit Hockey 650000

30 Sponsorship of Beighton Cup 500000

31 Sponsorship of All india TT 535000

32 Sponsorship of Inter School Regatta 300000

33 Sponsorship of Calcutta Horse Show 400000

34 TNSA Coastal Nationals 300000

35 Sposnsorship uf Indian Oil Asia Cup & Tri-Nation series 195000000

36 Sponsorship of liT Kharagpur Foundation Day 200000

37 Sponsorship of PanllT 2004 100000

38 Sponsorship of IIT Tech Festival 400000

39 Sponsorship of Inter School Quiz 200000

40 Sponsorship of Pratibha Samman Samaroh 200000

41 co-Sponsorship of the 11th Annual Oil & Gas Review Symposium 200000

42 Sponsorship of conference and award functions of scope & DPE 500000

43 Sponsorship of First International Conference on `Renewable Energy` 100000

44 26th All India Public Relations Conference in Kolkata by PRSI 100000

45 Sponsorship of 9th Annual Management Convention 100000

46 Sponsorship of 14th NMG-2005 by AIMA 200000

47 Sponsorship of 38th CEO`s National Conference of AITUC 1000000

48 Sponsorship of 8th CEo`s Con. By IIIE 500000

49 Co-Sponsorship of Intl. Public Relations Festival`05 3000001

50 Sponsorship of the 12th Annual India Oil&Gas Review Symposium & Intl. 200000

51 Contribution to activities of charitable trust 500000 loka shank

52 Sponsorship Of NCPEDP`s Arts Ability National Festival 500000 NCPEDP

53 Sponsorship of Tamana/Payal Jain Fashion Show 1450000 Tamana

54 Sponsorship of yearly exp`enditure Of Udayan Ghar 500000 Udayan

55 Associate Sponsorship of fund raise programme by PFA 200000 PFA

56 Sponsorship Of Subah savere Programme on DD channel 650000 DD

57 Sponsorship of Bihar Eye Bank 250O00

58 Donation to Grampanchayat Jhaskar for nursery schooI, Raigad 750000

59	Financial assistance to Desur village Primary school,Belgaum,Karnataka	630931		
60	Construction of Classrooms at Nizarpur Prathmik Vidhyalaya	149000		
61	Construction Of Classrooms at Nizarpur Adarsh ME school	148000		
62	To provide 75 wooden desks for Vadinar SchooI,Vadinar	123200		
63	To provide furniture to ROW`s alongwith 3 panchayats,5 hospitals,5 schools, Sanganer	365232		
64	Financial assistance for adoption of Ward No.6 in East Zone of Coimbatore CMC,TN	500000		
65	for Solid Waste Management Scheme	-		
66	Financial assistance for installation of tube wells for drinking water in Paschim Mdanapur	710136		
67	West Bengal			
68	Donation to Bharat Sevashram Sangha, Milan Mandir road, Dimapur, Nagaland for purchasing	292000		
69	Medical van and equipments	-		
70	Financial assistance to Ramakrishna Mission Sevashram for purchasing medical equipments	507500		
71	Donation of one Tata Diesel 17 seater bus to Divya mandir, Kirpalu bagh ashram,Kankhal,Hardwar	480000		
72	Financial assistance towards provision of One Phaco Emuslification machine to Dukh Niwaran	500000		
73	Samitia charitable medical health care, New Delhi	-		
74	Financial assistance to the centre for Rural Development an, NGO Guwahati,Assam	700000		
75	BKPL Patna Pump Station	190714		
76	Water connection at Joteghanshyam Nilmoni High School	-		
77	CISF	Sponsorship of 53rd All India Police Aquatic and Cross-Countny Championship	100000	19.8.2004
78	T.Srinivasa Rao	Sponsorship of world tour by Maruti vehicle - `save the rainforest`	100000	9.9.2004
79	ASEAN	Sponsorship of first India-ASEAN Car Rally 2004	9000000	21.9.2004

80 NICHE Sponsorship of Vande Mataram-Saluting Freedom thru Music 150000 23.9.2004

81 AIFF Tiltle Sponsorship of Santosh Trophy Football Tournament 2500000 4.10.2004

82 LBSIM Sponsorship of National Sumroit,2004 of LBSIM 100000 26.10.2004

83 Spandan Sponsorship of four-day cultural protest against International terrorism 150000 11.10.2004

84 Sab-Rang Sponsorship of cultural events in Noida by Sab-Rang 150000 3.1.2005

85 AICA Co-spons0rship of Cricket Tournament for the Deaf 50000 25.1.2005

86 Vintage Car Sponsorship of participation of 1935 model Austin car by Prof. Ashok Kumar 75000 7.2.2005

87 Triveni Mahotsav Sponsorship of Triveni Mahotsav-2005 100000 9.2.2005

88 AITUC Sponsorship of 38th National Conference of AITUC 1000000 22.3.2005

89 Cricket for the Blind Sponsorship of Indo-Pak Petro Cup Cricket for the Blind 2005 808249 15.4.2005

90 Swaralaya Sponsorship of a two day Music and Dance festival Organised by Swaralaya 100000 20.4.2005

91 Ganakrishti Sponsorship of Ganakrishti Natya Utsav 2005 250000 9.5.2005

92 People for Animals Associate Sponsorship of fundraiser programme by PFA 200000 26.5.2005

93 Moving Picture Co. Sponsorship of Subhah Savere programme on DD Channel 650000 7.6.2005

94 Sabrang Sponsorship of cultural events in Mansarovar Park by Sab-Rang 150000 6.6.2005

95 Sponsorship of 13th Men`s World U-21 Volleyball Championship` 2005,Vizag 500000 22.6.2005

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 421 FOR ANSWER ON 25TH AUGUST BY SHRI B.VINOD KUMAR REGARDING `ADVERTISEMENT I SPONSORSHIPS BY OMCs`

ANNEX.

SPONSORSHIP JULY 2004 - JULY 2005

BHARAT PETROLEUM CORPORATION LTD.

S.NO.	NAME OF PARTY	PARTICULARS	AMOUNT	DATE
1	Ras Rang - Delhi	classical & music fusion-Noida	100000	12.7.04
2	Care Plus	fuel money towards home care proj	180000	6.7.04
3	Secretary, ICAI	conf-endchment for excellence	100000	15.7.04
4	Pandit Chatudal Memorial Socy.	Ind. Classical musical-AMARJYOTI	125000	27.7.04
5	Bombay, St. Xaviers society	MALHAR-2004	150000	11.8.04
6	Bombay Gymkhana Ltd.	Cricket Tour to Kenya	100000	26.8.04
7	Kalidas Festival	Kalidas Festival 2004 at nagpur	200000	11.8.04
8	SCOPE	Conf on corporate govdrnance-PSU	200000	17.8.04
9	Sri Aurobindo Society,Dehradun	Devlp. of facilities at the centre	150000	17.8.04
10	Consultancy Development Centre	Int Conf on dev of knowledge infra	200000	17.8.04
11	Malabar Hill Citizens Forum	Sports facilities at Priyadarshini Park	100000	19.8.04
12	Madhya Pradesh badminton Assn	All India Interstate West Zone Bad	100000	11.8.04
13	World Energy council Imc	19TH WEC Congress at Sydney	500000	29.7.04
14	FICCI	Rural Marketing Summit 2004	100000	8.9.04
15	Special Olympics Bharat	2005 SPecial Olympics	1000013	5.8.04
16	Organising Secretary ClSF	All India Police Aquatic Champion	100000	29.7.04
17	Sri Thyaga Brahma Gana Sabha	silver jubilee music festival	150000	4.10.04
18	Confederation of Indian Indtry.	India-Asean Car Rally	2250000	11.10.04
19	All india Football Federation	Santosh, Trophy at New Delhi	1000000	12.10.04
20	CSI-2004	annual national convention csi-2004,	500000	5.10.04
21	PETROTECH-2005	6th Int Petroleum & exhibition	500O000	11.10.04
22	Indian Naval BenevolentFund	Navy Nite 2004	500000	2.11.04
23	U.P. Badminton Association	Int Badminton Championship	300000	18.10.04
24	Durand Football Trment. socy.	Durand Football Tournament	100000	18.10.04
25	Sufi Sant Baba Malang Ujjain	Urse Mubarak of Dargah Kalandar	200000	8.11.04
26	Indian Institute of Chem.Engg	Engg Congress Chemcon-2004	500000	29.10.04
27	T.N. assn for welfare of phy.	Handi. aids appliances for disabled	100000	19.11.04
28	ISTD 2004 Wodd Conference	IFTDO World conference & exhibition	500000	19.11.04
29	Apollo cancer Institute	breast cancer patients benefit event	200000	25.11.04
30	National Centre-promotion of employment for disabled people.	NCPEDP cultural event for world disability day	250000	19.11.04
31	Comet Media Foundation	3rs ASia Gas Buyers summit-2005	100000	2.12.04
32	FICCI	Theme pavilion at Bal Vividha Fest	500000	9.11.04
33	GOVPIKA	Documentary of sacred grrovesKerala	500000	9.12.04
34	Royal Calcutta Turf Club	BSF Cup 2004-2005	100000	9.12.04
35	Centre for Environmental Research & Education	Nation wide env.related project of CERE	100000	10.12.04
36	BSPCA	musical fund raising event - BSPCA	150000	7.12.04
37	PHD Chamber of Commerce & Industry	Conf on Emerging Opportunity in Oil & Gas sector	100000	16.12.04
38	Billards & Snooker Association	Asian Billiards Champ`ship 2005	500000	28.12.04
39	Bennet Coleman & Company	FUN-DA-MENTAL Quiz	300000	18.1.05
40	Welingkar Institute of Mgt Devlp.	Welingkar Int Speaker series	100000	7.2.05
41	BSPCA	Fund Raising Event	100000	15.2.05
42	Dignity Lifestyle Trust	Medical Equipment - Health Clinic	100000	21.2.05
43	Sri Aurobindo Centre	projects of Rural-Urban Integration	100000	23.2.05
44	SUKARYA	Fund Raising Cultural event	200000	24.2.05
45	Aurobindo Centre for Rural-Urban integration	various projects of the centre	100000	23.2.05
46	Petroleum Sports Promotion Board	Open Masters Golf Championship	1033563	18.3.05
47	All India Trade Union Congress	National Conference in Delhi	500000	19.1.05
48	Bombay Chamber of Commerce	Conf on Energy Options 2005	100000	21.3.05
49	Dr. Ram Manohar Lohia Seva Evan	suplly of a solar hotovoltaic s stem	100000	04.04.05
50	Indian Veteran Hockey Assn	Vetran Hockey Masters Tournament	100000	05.04.05
51	Ramakrishna Mission Students Home	Centenary Celebrations	100000	12.04.05
52	Swaralaya	Musical Festival	100000	15.04.05
53	Association for Cricket for the blind Indo-	Pak Cricket Cup for blind	295500	20.04.05
54	Bombay Hockey Association	All India Gold Cup Hockey Tournament	100000	26.04.05

55 Rotary Club of Delhi South East Chetna-Fund Raising initiative 200000 26.04.05
56 IIM-Bangalore Anusmaran 2005- Alumni Reunion 200000 09.05.05
57 Institute of Internal Auditors-Bombay Annual Conference event 100000 31.5.05
58 TERI, N. Delhi TERI Corporate Awards 500000 26.5.05
59 Foundation of Indian Industry & Fou International Conference 500000 6.6.05
60 RKM Students` Home, Chennai Centenary Building Projects 100000 12.4.05
61 Udai Society Udai Mud Challenge Rally 100000 24.05.05
62 Mac Krishi Jagran Rural India Trade Expo. 100000 23.6.05
63 ASC Centre & College, Bangalore 245th Raising Day of Army Corpse 200000 22.7.05

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ANNEX.

SPONSORSHIP JULY 2004 - JULY 2005

HINDUSTAN PETROLEUM CORPORATION LTD.

SL.NO. DATE PARTIES AMOUNT CATEGORY

1 Jul-04 Oil Asia Symposium Division 192000 conference
2 Jul-04 Indian Oil Review Symposium 300000 Conference
3 Aug-04 Scope 200000 Conference
4 Aug-04 Rajmata Mahila Mandal 100000 Event
5 Aug-04 Vedanta Inst, Mardras 100000 Conference
6 Sep-04 Org Secy 100000 Sports
7 Sep-04 Thane mayor Var Marathon 100000 Sports
8 Oct-04 Greentech Foundation 200000 Conference
9 Oct-04 Indian School of Petroleum 150000 College Fn.
10 Dec-04 Pt Chaturlal Memorial Centre 250000 Event
11 Jan-05 Petrotech 2005 5000000 Conference
12 Jan-05 Pune Fest 200000 Event
13 Jan-05 BCCI 300000 Conference
14 Jan-05 NPMP Awards ofExcellence 130685 Event
15 Nov-04 UP Badminton Association 300000 Sports
16 Nov-04 NASEOH 100000 Cause
17 Nov-04 CII 2250000 Sports
18 Sep-04 All India Football Fed 1000000 Sports
19 Dec-04 Wushu Asso of India 300000 Sports
20 Dec-04 NCPEDP 250000 Cause
21 Jan-05 India Energy Forum 200000 Conference
22 Jan-05 Ashirwaad 100000 Event
23 Dec-04 computer Society of India 200000 Conference
24 Jan-05 All India Olympic Association 200000 Sports
25 Jan-05 Bikers for Integration & Cons 200000 Event
26 Jan-05 Thane City Badminton 100000 Sports
27 Jan-05 Poona Women`s Council 300000 Cause
28 Jan-05 Anugraha, Drishtidaan 100000 Cause
29 Jan-05 Cathedral of Holy Name 100000 Cause
30 Dec-04 Delhi Malaylee Sangam 100000 Event
31 Jan-05 Bishan Bedi Cricket Coaching 250000 Sports
32 Dec-04 IIM Ahmedabad 250000 College Fn
33 Jan-05 FICCI 300000 Conference
34 Jan-05 Parikarma Humanity Foundation 300000 Event
35 Jan-05 India Energy Forum 200000 Conference
36 Jan-05 Universty of Mumbai 100000 College Fn
37 Feb-05 PHD Chamber of Com & Indu 100000 Conference
38 Feb-05 Himalaya Nature Adv. Foundation 100000 Conference
39 Feb-05 Rotary Club Airport 150000 Event
40 Feb-05 Indian Institute of chemical Engg. 300000 College Fn
41 Feb-05 Fine Arts Society 200000 Event
42 Dec-04 Him Jyoti Foundation 200000 Cause
43 Mar-05 Pune International Marathan 200000 Sports
44 Mar-05 Civil Services Golf Sociely 300000 Sports
45 Sep-04 NPMP Awards of Excellence 130685 Event
46 26.4.04 The Maha fire service Personnel Welfare 100000 Cause
47 26.04.05 Indian Veteran Hockey Association 150000 Sports
48 11.05.05 PSPB 1030874 Sports

49 11 05.o5 Garden at HP

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ANNEX.

SPONSORSHIP JULY 2004 - JULY 2005

IBP CO. LTD.

S.NO.	NAME OF PARTY	PARTICULARS	AMOUNT	DATE
1	NASIK MAHANAGAR BUDHIBAL SANSTHA	CHESS TOURNAMENT	200000	-

Annexure

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO.421 FOR ANSWER ON 25TH AUGUST, 2005 BY SHRI B.VINOD KUMAR REGARDING ADVERTISEMENTS BY OMCs

DETAILS OF EXPENDITURE OF ADVERTISMENET BY MAJOR OMCs

JULY, 2004 - JULY, 2005

SI.No.	Item	HPCL	BPCL	IOC	IBP
1.	Total advertisement & sponsorship costs (Rs. In lacs)	41.48	64.18	153.17	2.43
1(a)	As %age of total sales/turnover.	0.055%	0.10%	0.11%	0.02%
2(a)	Expenditure for ensuring transparency. Advertisement for appointment of dealers, distributors, etc. as %age of total advertisement expenditure	3.25%	16.3%	5.68%	76.66%
2(b)	Expenditure on tender as %age of total advertisement costs	8.08%	1.5%	7.02%	13.70%

2(c) Expenditure on advertisement for recruitment of staff (officers/workmen and service provider) as %age of total advertisement costs	2.5%	0.15%	0.54%	1.03%
2(d) Expenditure on statutory advertising like publication of financial results etc. as %age of total advertisement costs	3.35%	0.91%	0.71%	2.43%
2(e) Corporate and product advertisements and miscellaneous.	82.82%	80.26%	86.05%	6.18%